

DUGGAL VISUAL SOLUTIONS

MACY'S DIAMOND WATCH

CGI Animation
Computer-generated imagery, or CGI, is becoming a competitive edge in retail. The more accurately and vividly a brand can depict its product(s) online, the more likely that brand is to convert visitors into customers. A carefully crafted CGI model captures and reflects every detail of an object. With this foundational asset developed by Duggal Studios, you can expect meticulous measurement and absolute accuracy held to the highest standard. Here are a few examples:

Macy’s Diamond Watch RenderingExpensive products are often difficult to acquire for photo shoots, especially in the world of jewelry. By offering a CGI solution, we are able to eliminate the need for transporting product from manufacturer to studio. Using only design specs and reference images, we created this watch and its perfectly crafted diamonds completely in CGI.
See more information at www.duggal.com

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